

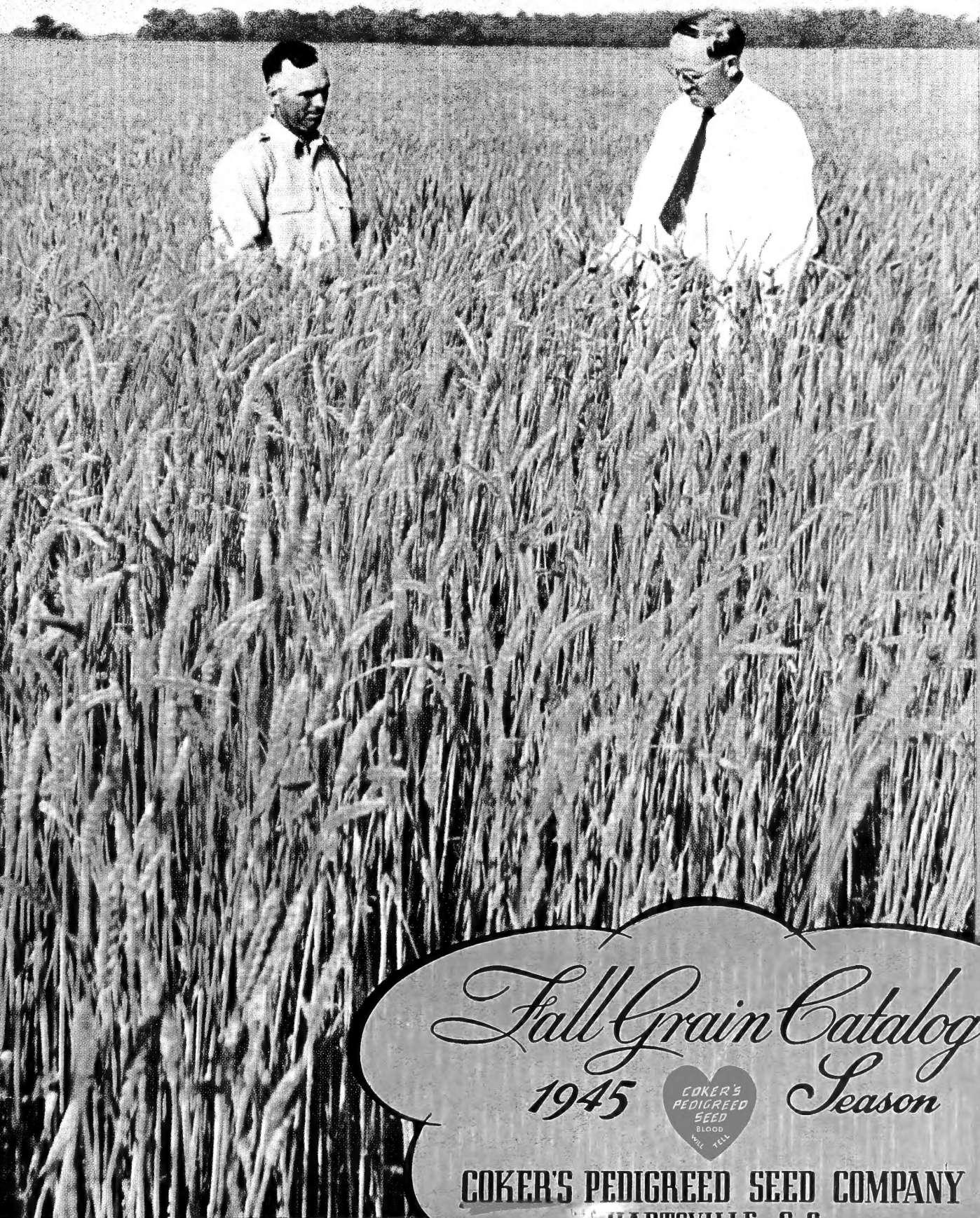
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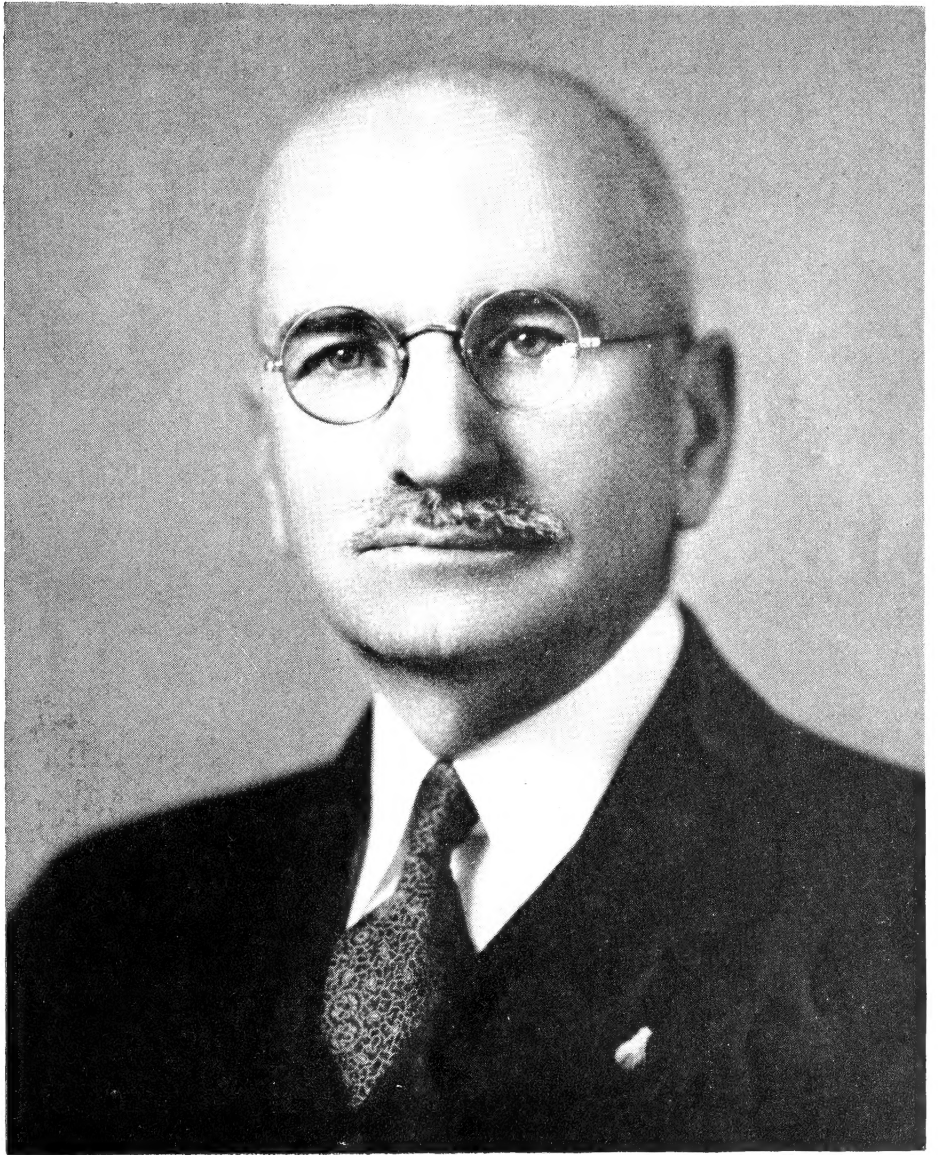
*Fall Grain Catalog*  
1945  *Season*

**COKER'S PEDIGREED SEED COMPANY**  
HARTSVILLE, S. C.









**JOHN F. CLYBURN**  
(1875-1944)

**Vice-President and Farm Manager  
COKER'S PEDIGREED SEED CO.**

This page is dedicated to the late John F. Clyburn, Vice-President, Director and business associate of this Company for more than twenty-five years.

As a Farm Manager, he was vigorous, efficient, progressive and alert. He believed in having things done properly and gave of himself unsparingly to the supervision of all affairs under his direction. He had the capacity for securing fine cooperation from the men under him, from overseers to the humblest laborer.

In administering and supervising the many details of seed production, warehousing and shipping, he secured a high degree of efficient performance. No detail of planning and no care in execution were too much for his careful consideration.

He was a salesman par excellence. His contacts throughout the Delta country of Mississippi and Arkansas through annual trips and correspondence built up and maintained not only a large volume of business but helped multiply the con-

fidence and good will of the customers of the Company. To many of them, his annual visit was a social event, as well as an opportunity to place substantial orders for seed.

As an executive and administrator, Mr. Clyburn combined the qualities of excellent judgment, careful investigation and prompt action. He had a deep and abiding loyalty to the Company and to the ideals of Mr. David R. Coker, its founder. He had an unusual capacity for working with his associates. He possessed a keenness of insight and a constant humor, which enabled him to handle difficult situations successfully. He enjoyed the complete confidence and devotion of all.

His loss is a personal one to all of us who were privileged to work with him. His advice and counsel were always helpful. He was generous in his views and constantly thinking of other people.

The Directors of this Company mourn his passing not only for all that he did through the years but for the character of the man he was.

*“The Net Profit of the Farmer is the  
Raw Material of General  
Prosperity.”*

DAVID R. COKER (1870-1938)

*Founder*

COKER'S PEDIGREED SEED COMPANY

# To Our Customers:

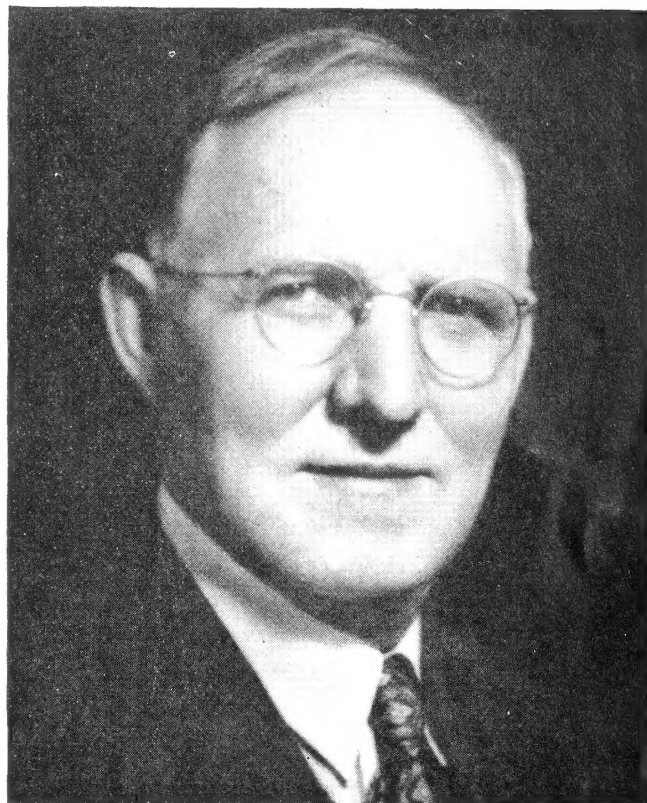
Our Government has again called on the farmers of this Nation to produce record quantities of food and feed stuffs, meat and dairy products. It is necessary not only to supply the needs of our armed forces and civilian population but an ever growing number of peoples in liberated countries and former enemies whose agriculture and transportation have been crippled by the devastation of war.

The recent critical meat shortage has focused public attention on the disparity between cost of producing meat and ceiling prices, and has brought home to our farmers the fundamental importance of adequate supplies of home grown, economically produced feed stuffs.

The tremendously expanded acreage of small grain in the South, in recent years, is a fair index of the contribution that the Southern farmers are making to our nation's war time livestock program. Yet while our livestock production has grown rapidly, we are still a deficit producing area and have far to go before we will be growing enough meat and dairy products to supply our own needs.

By overcoming many of the natural hazards of grain growing, and by adding to the yields and quality of our Southern grain crops, thereby contributing greatly to the food, feed, milk, and livestock program, the skill of the plant breeder has proven to be not less important than that of the men who make the guns, tanks and planes.

This copy of our 1945 Grain Catalog tells in word and picture the story of our



GEORGE J. WILDS  
President and General Manager

latest developments in oats, wheat and rye—grains that have been bred especially for the Cotton Belt and that combine those characteristics that enable them to withstand many of the hazards of weather and disease. They will utilize the advantages of soil, fertilizer and climate in the production of satisfactory yields of quality grain.

A handwritten signature in cursive script, reading "Geo Wilds".

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# *Coker's Pedigreed*

## VICTORGRAIN STRAIN 5 OATS

**A NEW, HIGHLY PRODUCTIVE, UNIFORM  
STRAIN RESISTANT TO THE RECENTLY  
DISCOVERED VICTORGRAIN SMUT.**

Coker's Victorgrain Oat, which was first offered our customers in the fall of 1940, has made an enviable record in the southern oat belt. The hundred of thousands of acres now being planted by satisfied growers from Southern Virginia to Northern Florida and from Tidewater Carolina to the Mississippi Valley and south into Louisiana and Texas—is evidence of its wide adaptability and its combination of superior qualities.

### CHARACTERISTICS OF STRAIN 5

Our new Victorgrain Strain 5 is the purest, most uniform strain we have offered. It has an excellent and dependable production record. The type and general appearance is the same as previous strains of Victorgrain and the desirable features of the parent such as stiffness of straw, high resistance to leaf rust, and resistance to all types of smut against which it has been tested, have been maintained.

### VARIETY TEST RECORD

Coker's Victorgrain Oats are producing satisfactory yields over a wide range of territory in the Southeast, both under field conditions and in state conducted variety tests. In the 1943 Delta experiment tests at Stoneville, Mississippi, Victorgrain made the highest yield of any of the fourteen varieties tested, and in the 1944 test stood near the top. In the 1944 North Carolina tests, Victorgrain Strains led all other varieties at Rocky Mount and Raeford in the Coastal Plain section, and at Shelby in the Piedmont section. It also came first in an average of two years test at Headland, and came second in the tests at Alexandria and Fairhope, Alabama. This oat has previously led tests at the Pee Dee Station at Florence, South Carolina, and at other locations.

### BREEDING HISTORY

In 1933 Victoria, a South American variety, which is a highly rust and smut resistant oat (but having no cold resistance and a heavy awn on the first grain), was crossed on our early, high productive Fulgrain oat. The object was to breed an oat that combined the high rust and smut resistance of Victoria with the cold resist-

ance, earliness, production and desirable grain characters of Fulgrain. After eight years of breeding, selecting and testing and the handling of thousands of head selections and head-to-rows, a striking new oat was evolved combining the best features of each parent without their undesirable characters. This oat we named Victorgrain.

### DESCRIPTION

**Plant:** Semi-procumbent—profuse tillering. Cold resistant. Is of medium height, grows about 75% as tall as Red Rust Proof or Appler.

**Smut Resistance:** Resistant to all known races of smut.

**Rust Resistance:** Highly resistant to leaf rust.

**Season:** Week earlier than Red Rust Proof.

**Heads:** Long and well balanced.

**Straw:** Very stiff, storm resistant. Ideal for combining.

**Grains:** Attractive, bright, resisting weather stain, plump, well-filled berry, low per cent hull, high feeding value.

**Production:** The best of any southern variety which we have bred or tested.

**Uniformity:** Excellent.

### PRICES

1 to 12 bushels .....	\$5.00 per bushel
12 to 48 bushels .....	\$4.75 per bushel
Above 48 bushels .....	\$4.50 per bushel

These oats treated with Ceresan.

**NOTE:** Although our Victorgrain Strain 5 has shown high resistance to all known races of smut we are, nevertheless, treating these seed, because of the possibility that there are other races of smut not yet discovered to which the oat may be susceptible and because of the advantages of Ceresan treatment in better, healthier stands and increased yields.

### WHY NEW STRAINS?

The primary reason for the introduction of new strains of oats is not only to utilize the quality and productiveness of superior plants, but also to maintain purity through careful selection; and uniformity of type and freedom from noxious weeds through years of painstaking examination of test plots and increase fields with the careful elimination of undesirable foreign growths and off-type plants.

Left: Increase field of Victorgrain Strain 5 Oats showing long, heavy, well balanced heads.







# Coker's Pedigreed

RUST RESISTANT

## FULGRAIN STRAIN 7 OATS

AN EARLY MATURING, HIGHLY UNIFORM  
STRAIN WITH EXCELLENT YIELD RECORD.

Fulgrain has earned a high rating among southern oat varieties. This new strain having crown rust resistance, extra smut and storm resistance coupled with high yield and early maturity is still further increasing the value of this variety to our Southern agricultural program.

### BEST OF THE FULGRAINS

In Coker's Fulgrain Strain 7, we have been able to virtually eliminate the occasional beards or awns which have been noted in earlier strains. It has made the best yield record of any Fulgrain oat we have ever bred or tested, and combines early maturity with a stiff, storm resistant straw and a high degree of resistance to leaf or crown rust.

Fulgrain Strain 7 is somewhat taller than Fulgrain Strains 4 and 5, and about 90% as tall as Fulgrain Strain 3. The heads are longer and well balanced, and the grains are beautiful, plump, heavy and of high feeding value.

### UNIFORMITY AND TILLERING

As a result of the twelve years of selection and testing which have gone into the breeding of this oat, it is remarkably uniform in type and appearance. It tillers profusely and has so far shown resistance to all types of smut yet discovered.

### DESCRIPTION

**Plant:** Semi-erect with dark green pointed blades; profuse tillering; cold resistant, rust resistant, smut resistant; somewhat taller than Fulgrain Strains 4 and 5.

**Season:** 10 to 12 days earlier than Applier and Red Rust Proof, 2 to 3 days later than Fulghum.

**Heads:** Long, well balanced, heavily fruited.

**Straw:** Very stiff, very storm resistant; ideal for combining.

**Grains:** Beautiful, plump, low per cent hull, heavy, high feeding value. Few with awns or beard.

**Production:** Better production record than parent strain.

### PRICES

1 to 12 bushels .....	\$4.00 per bushel
12 to 48 bushels .....	\$3.75 per bushel
Above 48 bushels .....	\$3.50 per bushel

These oats treated with Ceresan.

Left: This photograph illustrates the good stooling and stiff strawed, storm resistance of our Fulgrain Strain 7 Oats.

### 1945 CROP FULGRAIN OATS WEATHER STAINED

Due to unfavorable growing and harvesting conditions, our 1945 crop of Fulgrain Strain 7 Oats are weather stained and not as good in appearance as in previous years. However, these oats are of good germination, have been carefully re-cleaned, and are fully up to our standards in all respects except color. Because of the appearance of the grain, we have reduced the price by one dollar per bushel on this new strain. See schedule above.

### SUGGESTIONS ON GROWING CERTIFIED OATS

1. Plant your oats or wheat on land you know to be free of noxious weeds, foreign seed or volunteer grain.

2. Never plant on land which was planted to grain the previous year. Intensive cultivation of row crops such as beans or peas planted on stubble will not prevent seed from germinating and showing up as volunteer plants if the land is seeded to grain the following season. Also, low lands planted to row crops are usually infested with noxious weeds and should not be planted in oats for certification.

3. Never scatter rough stable manure or compost on fields you expect to plant to any of the small grains. Seed will go through work stock or grazing animals and come up as volunteers in such fields.

4. Be sure every seed is removed from the grain drill before going into the field to plant. A handful of seed left in a grain drill will spoil the appearance of an entire plot of grain.

5. In all sections where small grains are grown seed will be scattered by birds or other means to the adjoining fields in that vicinity, and volunteer plants will result. Volunteer plants are those which are not planted by the grain drill and appear at random BETWEEN THE GRAIN ROWS. If the plants are not exactly in the grain row you are safe in assuming they are volunteer plants.

6. Hard seed in vetch often germinate the second year and furnish a troublesome source of mixture. Small grain growers must recognize this fact and plan their cropping system so as to avoid this as far as possible.



# *Coker's Pedigreed* **STANTON** **STRAIN 3 OATS**

**A TALL GROWING, PRODUCTIVE NEW  
STRAIN SUITED FOR GRAIN,  
HAY OR FORAGE.**

Coker's Stanton Oat is a desirable variety for grain, hay or green feed. It is of medium late maturity and is highly resistant to cold and leaf rust. It combines a number of features which appeal to livestock feeders and dairymen. It grows rather tall and makes a profuse leaf growth which provides more green feed, more hay or a greater tonnage of ensilage per acre.

Coker's Stanton Strain 3, which is a reselection from Strain 2, is more uniform and productive than its parent.

## **CLEANER GRAIN AND RUST-FREE FORAGE**

Stanton is a heavy yielder of grain as well as hay, and its resistance to rust helps produce bigger yields of grain and rust-free forage. An oat which produces plenty of straw, as well as good yields of grain, is also desirable, as livestock feeders have a use for their oat straw for bedding and litter and to produce abundant manure. This variety has long, well balanced heads and an attractive yellow grain.

## **VARIETY TEST RECORD**

The suitability of Coker's Stanton Oat for the production of either grain or hay is shown by the results of tests conducted under the supervision of the North Carolina Experiment Station in 1944. In an average of three tests, Stanton produced 6,800 pounds of hay per acre, tying for first place; and led all varieties in yield of grain in an average of 55 tests conducted over a three-year period throughout the state of North Carolina.

## **DESCRIPTION**

**Plant:** Procumbent, winter type, profuse tillering, long fine blades, cold resistant, rust resistant, slightly taller than Fulgrain Strain 3.

**Season:** A week later than Victorgrain; same as Red Rust Proof.

**Heads:** Very long, well balanced.

**Grains:** Bright to rich yellow, attractive, a few with awns or beard.

**Production:** Better than parent strain.

**Utility:** Ideal for grain. Its profuse leaf growth, tillering, height, and rust resistance make it also an ideal oat for either hay or silage.

## **PRICES**

1 to 12 bushels .....	\$5.00 per bushel
12 to 48 bushels .....	\$4.75 per bushel
Above 48 bushels .....	\$4.50 per bushel

These oats treated with Ceresan.

Left: Coker's Stanton Oats produce good yields of forage, hay or grain.

# *Coker's Pedigreed*

## **ABRUZZI STRAIN 18 RYE**

**A PEDIGREED STRAIN OF THE SOUTH'S LEADING VARIETY SUITED FOR GRAIN,  
GRAZING AND COVER CROP.**

For 35 years we have been breeding this variety, selecting always for squareness, length and diameter of head, size, shape and color of grain. Selecting also for earliness, erectness of growth and width of blade, we have developed higher yielding strains with better grazing value and storm resistance.

Coker's Pedigreed Abruzzi Rye Strain 18 is a remarkably uniform strain with good production record suited for grain, grazing and cover crop.

### **DESCRIPTION**

**Plant:** Strong, vigorous, erect in type, broad blades, rapid grower.

**Grains:** Large, plump, of good color and type.

**Heads:** Large, long, square, excellent filling qualities.

**Season:** Early.

**Straw:** Best.

### **PRICES**

1 to 12 bushels .....	\$4.50 per bushel
12 to 48 bushels .....	\$4.25 per bushel
Above 48 bushels .....	\$4.00 per bushel

**Below: Showing vigorous, erect type, and long, well filled heads of Coker's Abruzzi Rye.**

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# *Coker's Pedigreed*

## **HARDIRED STRAIN 5 WHEAT**

**AN IMPROVED STRAIN WIDELY ADAPTED  
FOR THE COTTON BELT.**

Coker's Hardired Wheat Strain 5 is our newest and best strain of the Hardired Variety first offered our customers in the fall of 1940.

Hardired Strain 5 is of medium early maturity, ripening about a week later than Redhart Strains and about one week earlier than Leap's Prolific, Forward and Fulcaster. The heads are long, square and well-filled with grain of high milling value.

It has considerable cold resistance, is resistant to the early types of rust and to most races of mildew. (See important note above photograph.)

Hardired wheat stools (tillers) profusely and consequently, less seed per acre is needed than with most other varieties. Heavier seedings sometime result in shorter heads and smaller, weaker straw.

This wheat grows somewhat taller than Redhart, and consequently, its storm resistance is not as great. Although we have never suffered any loss of this variety on our farms from lodging, we do not recommend it for planting on heaviest types of soil, high in organic matter or nitrogen content.

### **EXCELLENT VARIETY TEST RECORD**

Our Hardired strains of wheat have led all varieties tested by the North Carolina Experiment Station in the Piedmont and Coastal Plain sections for an average of all years tested, and likewise came first in the five-year average test at Stoneville, Mississippi. It ranked second in the 1943 Clemson College test, stood near the top in test at the Pee Dee Experiment Station, Florence, S. C., and led all commercial strains at Edisto Experiment Station, Blackville, S. C.

In the 1941 South Carolina three-acre wheat contest (the only year such a contest has been held in South Carolina), Hardired made the highest yield record of any variety planted—an average yield of 33.56 bushels, and won first state prize with a yield of 56.5 bushels per acre.

We have received good reports from most of the Southeastern States on this variety which gives an indication of its wide adaptability and satisfactory performance under varying conditions.

### **DESCRIPTION**

**Plant:** Winter type, profuse tillering, cold resistant, mildew resistant (see note above photograph); high tolerance to early types of leaf rust.

**Season:** Medium, week or ten days later than Redhart Strain 5. About one week earlier than Leap's Prolific, Forward and Fulcaster.

**Heads:** Long, square, well filled.

**Straw:** Good, enabling ease of harvest with minimum loss.

**Grains:** Very similar to Redhart; high milling value.

**Production:** Highest.

### **PRICES:**

1 to 12 bushels .....	\$5.00 per bushel
12 to 48 bushels .....	\$4.75 per bushel
Above 48 bushels .....	\$4.50 per bushel

**IMPORTANT NOTE:** Last year for the first time since we introduced our Hardired Wheat five years ago, and again this year, we have discovered severe mildew damage in some of our increase fields. Because of the high degree of resistance to mildew which this variety heretofore has shown, we are convinced that this is a new race. We believe that Hardired will continue to show resistance to the type of mildew against which it has been bred, and will suffer loss only when attacked by this newly discovered race or others yet to be discovered.



Above: Showing long, square, well filled heads of Hardired Wheat.

Left: Increase field of Coker's Hardired Wheat.





# *Coker's Pedigreed*

## REDHART STRAIN 5 WHEAT

**A VARIETY WITH STIFF STRAW, EXTRA  
EARLY MATURITY AND HIGH  
PRODUCTION.**

Due to an insistent demand by a number of our customers who are partial to Redhart wheat because of its dependable production, extra earliness and wide adaptability, we have increased and are again offering our Redhart Strain 5.

### **FOURTH IMPROVEMENT ON ORIGINAL STRAIN**

Redhart Strain 5 is our fourth improvement on the original Redhart strain of wheat first offered by our Company 24 years ago. It is very similar both in type and appearance to Redhart Strain 4 from which it came, but has made a better yield record and has shown a higher degree of uniformity. It is a week earlier than Strain 1, from two to three weeks earlier than Forward, Leap's Prolific and Fulcaster, and a week earlier than Blue Stem and Gasta.

### **HEADS ERECT, COMPACT AND BEARDLESS**

Redhart Strain 5 has a strong, stiff straw and stands up well under unfavorable weather conditions. The heads stand erect, are beardless and

**Left:** Coker's Redhart Strain 5 Wheat has a strong, stiff straw, and stands up well under unfavorable weather conditions.

square with four full rows of grain. The glumes fit snugly over the grains and reduce loss from shattering.

The plant is erect in type, broad leafed, good stooling and medium dwarf in height. The grains are plump and of high milling value.

### **DESCRIPTION**

**Plant:** Erect in type, broad leafed, good stooling, 3 inches shorter than Redhart Strain 1.

**Straw:** Stiff, storm resistant.

**Heads:** Beardless, erect, square with 4 full rows of grain, cream to yellow glumes that fit snugly over grains, and reduce loss from shattering.

**Yield:** Best of the Redhart Strains.

**Season:** Very early (a week earlier than Redhart Strain 1, escaping much rust injury).

**Grains:** Plump, horny, high gluten content, high milling value.

### **PRICES**

1 to 12 bushels .....	\$4.50 per bushel
12 to 48 bushels .....	\$4.25 per bushel
Above 48 bushels .....	\$4.00 per bushel

**Below:** Increase plots of possible new wheat varieties.

**(13)**



## OUR BREEDING PROGRAM ON SMALL GRAINS

The final objective for all plant breeding is to improve the quantity and quality of the yields of the crop with which the breeder is working. In order to accomplish this, it is necessary for the breeder to meet and overcome many obstacles which stand in the way of quantity and quality production.

In the series of photographs on the following pages, we have undertaken to tell the story of our small grain breeding work in pictures, and to explain how, through scientific breeding on a large scale, it is possible to improve the yielding ability and disease resistance, and to overcome many of the normal production hazards of our standard southern small grains. Years of painstaking, accurate tests are necessary before superior, new types can be bred and offered. Utmost care is required in making crosses which are made with definite aims in view, each parent being selected because of certain superior qualities. Thousands of segregates in the various generations are selected, and these put through severe rust and smut inoculation, cold and yield tests, and tests for storm resistance. Only those whose merit has been established and definitely proven are offered as new varieties or strains.

One of the most important single steps in a program of grain breeding is in securing accurate and dependable yield records, and the plant breeder must recognize the supreme importance of laying out and carrying on his tests in such a manner and for a sufficient number of years to insure reliable, comparative yield results of the varieties he is breeding and testing.

The illustrations accompanying this article emphasize the meticulous care with which each operation in the breeding program is carried out. Through this system we have been able to maintain Coker varieties at the high standard of performance which has earned them an enviable reputation throughout many parts of the world.

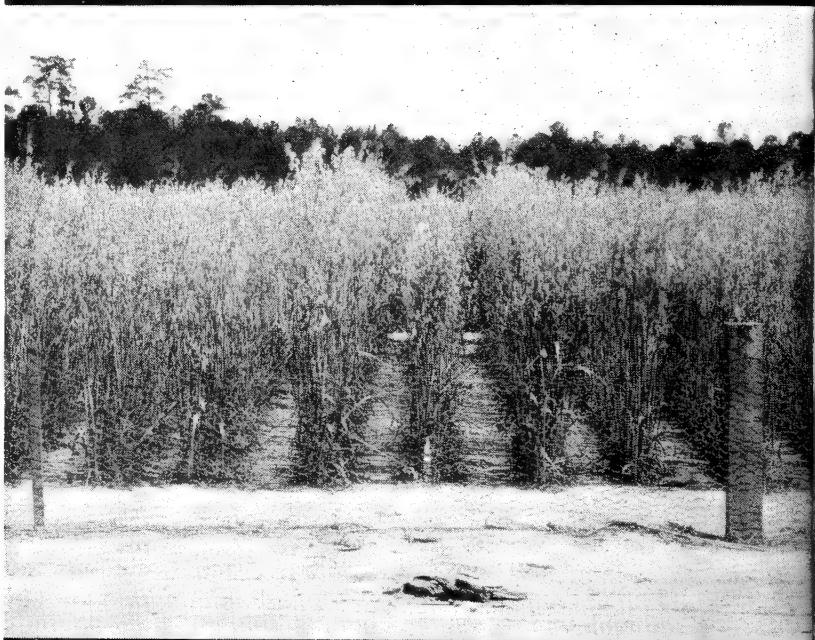
The progress of any breeding program depends on the skill of the breeder, how large a number of plant progenies he is able to handle, and to some extent on good fortune. Our plant breeders are thoroughly qualified for the important job they are doing through specialized training and many years of practical experience; and the answer to a part of their success in producing superior varieties can be found both in our breeding methods and the large volume of work carried on. More than 40,000 individual test rows are annually grown in these experiments.

In telling our breeding story in pictures, space does not permit an illustration of each step in the program. However, these pictures bring out most of the important operations, and give an accurate picture of how our breeding work is conducted.



**1**

Dr. Geo. J. Wilds and assistant cross-breeding two different oat varieties to combine best features of each.



**4**

Showing typical segregation found in third generation from original cross. The best of these are saved for further breeding and testing.



**7**

The seed are planted by hand and covered and rolled by hand-operated implements.



**2** First step in crossing: pollen bearing anthers are carefully removed to prevent self-fertilization. Pollen from selected mate is then applied.



**3** After cross is made, heads are securely bagged to keep out any other pollen, then, tagged for identification.



**5** The seed for our grain test plots are carefully weighed for each row for uniform seeding.



**6** A piece of land which is level, well drained and uniform is selected and thoroughly prepared.



**8** During the growing season weeds are kept down by cultivating and hoeing when necessary.



**9** Inspecting oat test rows for varietal differences in winter hardiness.





**10** A section of our main grain breeding and test field where more than forty thousand individual test rows are planted.



**11** Tests for resistance to cold are run and selections showing highest survival are saved.



**14** In testing for resistance to smut, all breeding strains are dehulled and treated with all known types of smut. Note difference in resistance of three sister strains.



**15** Measuring and recording height of selected rows of wheat. Same procedure applies to all grains being tested.



**18** Center rows are harvested and stacked at the end of plot.



**19** Bundle is tied and carefully double-tagged for prompt identification, and to avoid danger of mixing.



**12** Breeding selections are tested for resistance to crown rust by having a solution of rust injected into them with hypodermic needle.



**13** Breeding for rust resistance: specially constructed cages are used for artificial inoculation during years when local rust damage is lacking.



**16** Measuring off two center rows in four-row plots in our main wheat variety test to be harvested for yield record.



**17** Showing two center rows cut back uniformly with cuttings carefully placed in guard row.



**20** Heads are wrapped and placed in strong paper bags.



**21** Showing completed wheat bundles—wrapped, bagged and tagged.





**22** Bundles are stored in well ventilated buildings to await threshing on our specially constructed thresher when final yield record can be determined.



**23** Each bundle of grain is weighed to enable later determination of percentage of grain to straw.



**26** Showing grain (in this case oats) from individual bundle. Thresher is so constructed as to permit prompt and thorough cleaning.



**27** Weighing and recording yield of grain.



**30** Strains showing any weaknesses such as lack of storm resistance (shown on left) are promptly discarded.



**31** Great care is taken in harvesting each plot to insure purity. The best of these will be grown in 10 acre increase the following season.





**24** Bundles are individually fed by hand into threshers.



**25** Straw is carefully removed after each bundle is threshed.



**28** Record of yield, stiffness of straw, resistance to cold, smut and rust, height and desirable grain characters are carefully studied.



**29** Those strains showing best record are saved for larger increase shown here planted in quarter-acre to half-acre plots.



**32** The final product. Those strains of proven merit are increased and offered our customers. Note uniformity, tillering and stiffness of straw.



**33** Modern equipment is used in harvesting.

# BUSINESS TERMS

**OUR RESPONSIBILITY:** Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

**OUR CLAIMS:** The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

**NO SEED BOUGHT:** We do not buy seed for resale, either those grown from seed purchased from us or from any other source whatever. Our business is in originating, breeding, growing and selling superior varieties of field seed for the South. However, we are always glad to assist our customers in disposing of their surplus "first year from Coker" seed by referring inquiries to them whenever possible.

**ONE PRICE POLICY:** Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

**YOUR PROTECTION:** Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O. K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O. K. TAG under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

**EFFECT OF GROWING CONDITIONS:** Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

## COKER'S PEDIGREED SEED COMPANY

*The South's Foremost Seed Breeders*

**HARTSVILLE, SOUTH CAROLINA**

# FALL GRAIN PRICE LIST AND ORDER BLANK

## 1945 SEASON

Date\_\_\_\_\_194\_\_\_\_\_

Name \_\_\_\_\_

**Address** \_\_\_\_\_ **R. F. D. No.**  
**or Street**  
**Address** \_\_\_\_\_

<b>Shipping Address</b>	<b>Shipping Date</b>
-------------------------	----------------------

SHIP BY FREIGHT ( ) EXPRESS ( ) PARCEL POST ( )

No. Bushels	Variety	Price Per Bushel			Amount	
		1-12 Bu.	12-48 Bu.	Above 48		
	<b>*COKER'S VICTORGRAIN OATS</b> Strain 5	\$5.00	\$4.75	\$4.50		
	<b>*COKER'S FULGRAIN OATS</b> Strain 7	4.00	3.75	3.50		
	<b>*COKER'S STANTON OATS</b> Strain 3	5.00	4.75	4.50		
	<b>*COKER'S HARDIRED WHEAT</b> Strain 5	5.00	4.75	4.50		
	<b>COKER'S REDHART WHEAT</b> Strain 5	4.50	4.25	4.00		
	<b>COKER'S ABRUZZI RYE</b> Strain 18	4.50	4.25	4.00		
<b>*New Strains</b>						
<b>TOTAL</b>						

**All oats bagged in even weight four bushel bags; all wheat and rye in two bushel bags. Prices F. O. B. Hartsville, S. C., and Memphis, Tenn. All shipments made direct from Hartsville.**

**COKER'S PEDIGREED SEED COMPANY**  
THE SOUTH'S FOREMOST SEED BREEDERS  
**HARTSVILLE, S. C.**





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# COKER'S PEDIGREED SEED COMPANY

*The South's Foremost Seed Breeders*

HARTSVILLE, S. C.

